

ABSTRACT OF THE INVENTION

System and method for tracking user activity. A user accessing a first web page is identified and an impression associated with the first web page that is selected by the 5 user is determined. The impression is assigned a unique identification and is one of a plurality of impressions for directing the user to a second web page. The unique identification of the selected impression is transmitted to a website associated with the second web page upon the user 10 selecting the impression and data is received from the website indicating that the user successfully performed at least one predetermined task and the unique identification. The received data is stored in a memory unit.

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